

Support for Online and Hybrid Master's Degrees

Division of Continuing Education Services:

Market Research

Following the process outlined and administered by the Graduate Division, the Marketing department of the Division of Continuing Education is available to coordinate market research to help measure market demand for a specific proposed program. Research projects will be scoped and executed after consultation between the program proposer(s) and DCE Marketing, which has several internal and outsourced resources available to support research projects.

Marketing Consultation and Support

Following the completion of a market research project, and based on the needs identified in the proposer's business plan, DCE's Marketing department is available to provide consultative support, recommendations, and/or implementation of marketing strategies and campaigns. This includes lead development and conversion programs derived from multi-channel marketing efforts to increase awareness and drive applications.

Division of Continuing Education Contact

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Division of Teaching Excellence and Innovation Services:

Online Course Development

Online courses can be developed at many budget levels, but all must be "standard-bearers" of University of California quality in terms of format and instruction. The Division of Teaching Excellence and Innovation can provide holistic faculty consultation, course development, and media production services to support online and hybrid course development at UCI.

Online Course Delivery

The Division of Teaching Excellence and Innovation and UCI Summer Session partner with the Office of Information Technology (OIT) to support academic units and faculty delivering courses online via a Learning Management System called "Canvas."

Division of Teaching Excellence and Innovation Contact

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